



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton, Eleanor B. Jones or Gesuina Paras, at 310-618-5880. Agendas are posted on the City of Torrance web site at www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

TORRANCE CHAMBER OF COMMERCE

**3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, April 11, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

- A. Information
- B. For approval
 - 1. Minutes 3/28/11
- C. Discussion
 - 1. Save the Date cards
 - 2. Press Release

8. ORALS

- A. Comments from committee members
- B. Announcements/Updates

9. SUB-COMMITTEE WORK

A. Events

- 1. Discussion
 - a. Planned events

B. Finance

- 1. Discussion
 - a. How to navigate information received in City of Torrance email regarding management of merchandise, taxes, tracking and expenses
 - b. Pricing and marketing on website with Marketing sub-committee

2. Update expenses and donations in current account
3. Review budgets of sub-committees

C. Fundraising

1. Tier II update
2. Time Capsule discussion
3. Sponsor “Events” coordination
4. Bricks update and sales plan

D. Media/PR/Outreach

1. Save the Date cards (content)
2. Press release (content)
3. Photo contest
4. Committee member vacancy
5. In-kind sponsorships, specifically the *Daily Breeze*
6. Website
7. *Torrance Magazine* article

E. Marketing

1. Discussion
 - a. Street banner estimates
 - b. Process for purchasing pop-up tent, fold-up table and chairs
 - c. Additional pull-ups for display

9. ADJOURNMENT

A. Next meetings:

- Monday, April 25, 2011 Executive Committee at 5:00 p.m.
- Monday, April 25, 2011 Full *and* Sub-Committees at 7:00 p.m.
- Monday, May 9, 2011, Executive Committee at 5:00 p.m.
- Monday, May 9, 2011, Full *and* Sub-Committees at 7:00 p.m.